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Household Purchases of

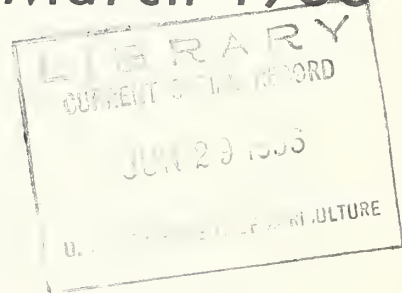


- BUTTER
- CHEESE
- NONFAT
DRY MILK
SOLIDS
- MARGARINE

by Regions and Retail Sales Outlets,

January - March 1956

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.
June 1956



HPD-25

PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY
REGIONS AND RETAIL OUTLETS, JANUARY-MARCH 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders bought almost 5 percent more butter but about 4 percent less margarine during January-March 1956 than they did during January-March 1955. They also bought 8 percent more cottage cheese, fractionally less natural cheese products, but a 15 percent smaller total of processed cheese products. Household purchases of nonfat dry milk solids during January-March 1956 were about the same as a year earlier, after increasing substantially during the second, third, and fourth quarters of 1955 from year-ago levels.

These indications of change in quarterly purchases of butter, cheese, nonfat dry milk solids, and margarine are based on continuing weekly reports from a representative nationwide sample of almost 6,000 families.

Purchases of butter and margarine for household use during January-March 1956 were somewhat lower than in October-December 1955. On the other hand, purchases of nonfat dry milk solids and most cheese types covered in this report increased from the last quarter of 1955 to the first quarter of 1956. Except for margarine, natural Swiss cheese and processed cheese foods, this seasonal purchase movement from October-December 1955 to January-March 1956 was similar to a year earlier.

Per capita household purchases of butter during January-March 1956 were higher than a year earlier in all regions except the Mountain-Southwest States. The greatest gain was reported by householders in the Pacific Coast States. In the important butter-consuming area of the North Central States, householders failed to make gains comparable to the national average.

Margarine purchases per capita for household use during the first quarter of 1956 declined relative to a year earlier in all regions except the South. Monthly reports in this series for January, February, and March, 1956, indicated that, compared with a year earlier, there was a nationwide drop of about 3 percent in the number of families buying margarine, while at the same time the number of families buying butter had picked up about 4 percent.

Purchases of nonfat dry milk solids for household use during January-March 1956 were about the same as the year earlier for the United States, declined in the Northeast and the South, but increased in the North Central, Mountain-Southwest and Pacific Coast States. The gain from a year earlier in the per capita

purchase rate for nonfat dry milk solids had also been particularly noticeable for North Central householders during the April-December 1955 period.

The changes by regions from a year earlier in per capita purchases of the various types of natural cheese during January-March 1956 were somewhat mixed with the notable exception of natural Swiss, for which all regions reported declines. For the processed cheese products, sharp drops were reported for processed cheese foods in all regions, while processed cheese and processed cheese spreads per capita purchase rates were slightly lower in most regions during the first quarter of 1956 compared with the first quarter of 1955. Cottage cheese purchases per capita for household use by regions were up, ranging from 3.5 percent in the Pacific to 14 percent in the South.

Consumers reported gains in butter purchases during January-March 1956 compared with January-March 1955 in all major outlets except the house-to-house outlet. However, as was the case in the preceding quarter, the gain over a year earlier was small through independent grocery stores. For margarine, although there was an overall drop in the level of purchases, householders bought a larger total through regional and local chain stores than a year earlier. The decline was felt mainly in the national chain outlets and through independent grocery stores.

For nonfat dry milk solids, for which purchases were about the same as a year earlier, there was a small increase in sales through independent grocery stores, a large increase through regional and local chain stores, but a marked decrease through national chain outlets. The chain stores again gained relative to the independent grocery stores as an outlet for consumer purchases of the various natural and processed cheese products. Householders reported gains through all retail sales outlets during January-March 1956 compared with a year earlier for cottage cheese.

BUTTER

United States householders reported buying an estimated total of 219 million pounds of butter during the 13-week period January-March 1956 compared with 209 million pounds in the same period a year earlier. Butter purchases for home use declined about 4 million pounds from October-December 1955 levels, about the same seasonal movement shown from October-December 1954 to January-March 1955 (table 1).

Total purchases of butter for household use during the 12-month period April 1955-March 1956 were reported at 839 million pounds. During this same period a preliminary estimate by the Department put total domestic disappearance of butter in all channels--household and nonhousehold, including donations--at 1,470 million pounds. This included 1,303 million pounds of creamery butter and 167 million pounds of farm churned butter.

Household purchases per capita of butter during January-March 1956 were up from the same quarter of 1955 in all regions except the Mountain-Southwest where they declined 3 percent. Gains ranged from a little over 1 percent in

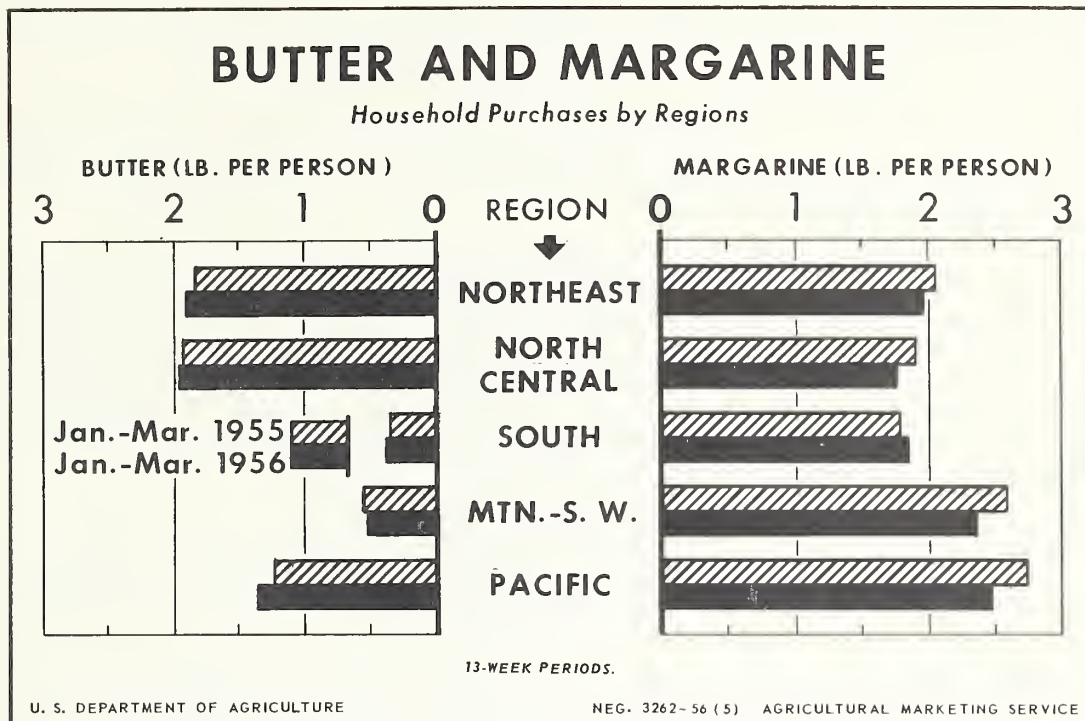


Figure 1

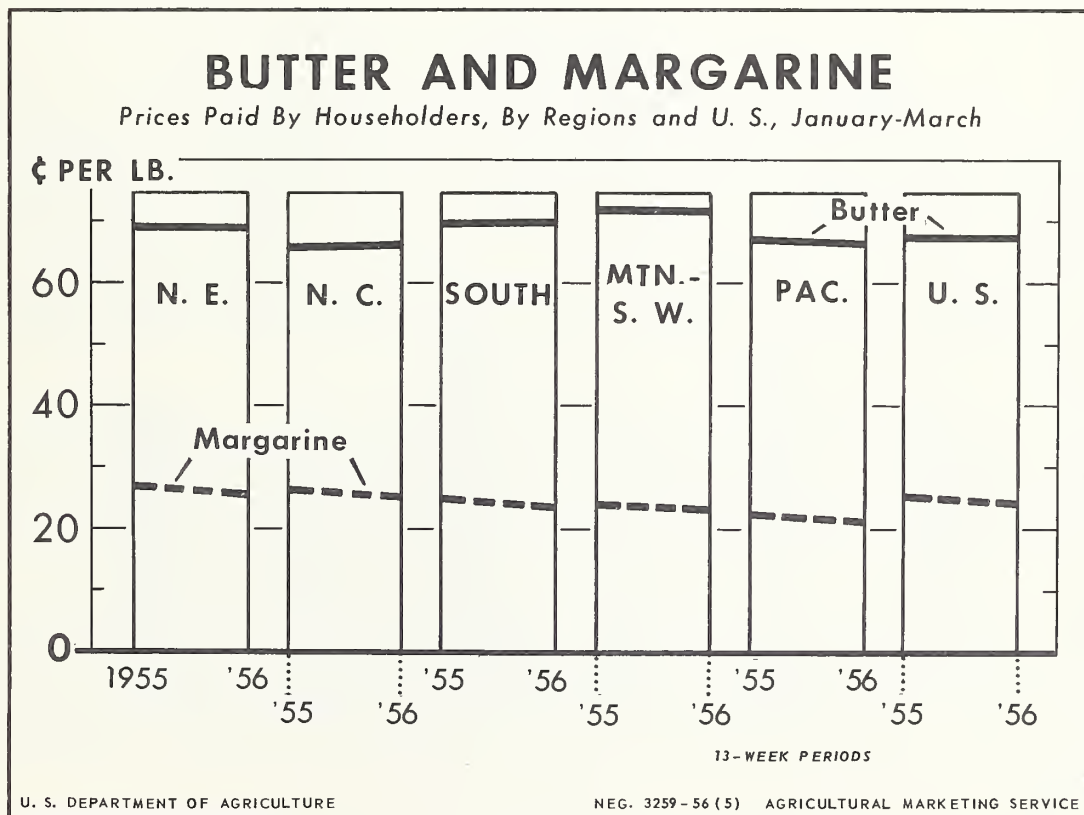


Figure 2

the North Central region to 11 percent in the Pacific Coast States. The per capita purchase rate for the United States showed an increase of 4 percent over a year earlier.

The average price paid for butter in the first quarter of 1956 was the same as a year earlier. Prices paid in January-March 1956 ranged from 66.1 cents per pound in the North Central States to 71.9 cents per pound in the Mountain-Southwest areas.

Butter purchases during January-March 1956, compared with January-March 1955, were higher through all retail outlets except house-to-house delivery where they declined 23 percent. The distribution of purchases by type of retail sales outlet during January-March 1956 was as follows: 20 percent in national chain stores; 30 percent in regional and local chains; 35 percent in independent grocery stores; 4 percent in house-to-house delivery; and 11 percent in "all other" outlets (table 2).

Consumers in this survey reported little change from a year earlier in prices paid for butter and average size of purchase through the several retail sales outlets. As has been the case since this survey started, householders reported paying less for butter and buying more per purchase in "other outlets" than through chain, independent stores, or house-to-house delivery. The "other" category for butter in this report includes purchases in creameries or dairy stores, from roadside stands, in department and speciality food stores, and from farmers.

MARGARINE

Margarine purchases by householders in the 13-week period January-March 1956 totaled 318 million pounds compared with 332 million pounds during the same period a year earlier. This drop of about 4 percent in margarine purchases marked the second consecutive quarter of decline from a year earlier, in contrast to gains of 11 and 6 percent respectively during the second and third quarters of 1955. Compared with the preceding quarter, margarine purchases for home use were down about 8 million pounds in January-March 1956. There was a slight increase in margarine purchases during the first quarter of 1955 from the last quarter of 1954.

Household purchases of margarine during April 1955-March 1956 totaled 1,232 million pounds. For the same 12-month period, it is estimated by the Department, based on Census data, that total domestic civilian disappearance of margarine in all channels--household and nonhousehold--was 1,363 million pounds.

Per capita purchases of margarine by householders during January-March 1956 were up about 6 percent in the South but were down in all other regions, with decreases ranging from 6 percent in the Northeast to 10 percent in the Pacific Coast area. Householders in the South were the only market segment to report increases over a year earlier in all quarters of the year April 1955-March 1956.

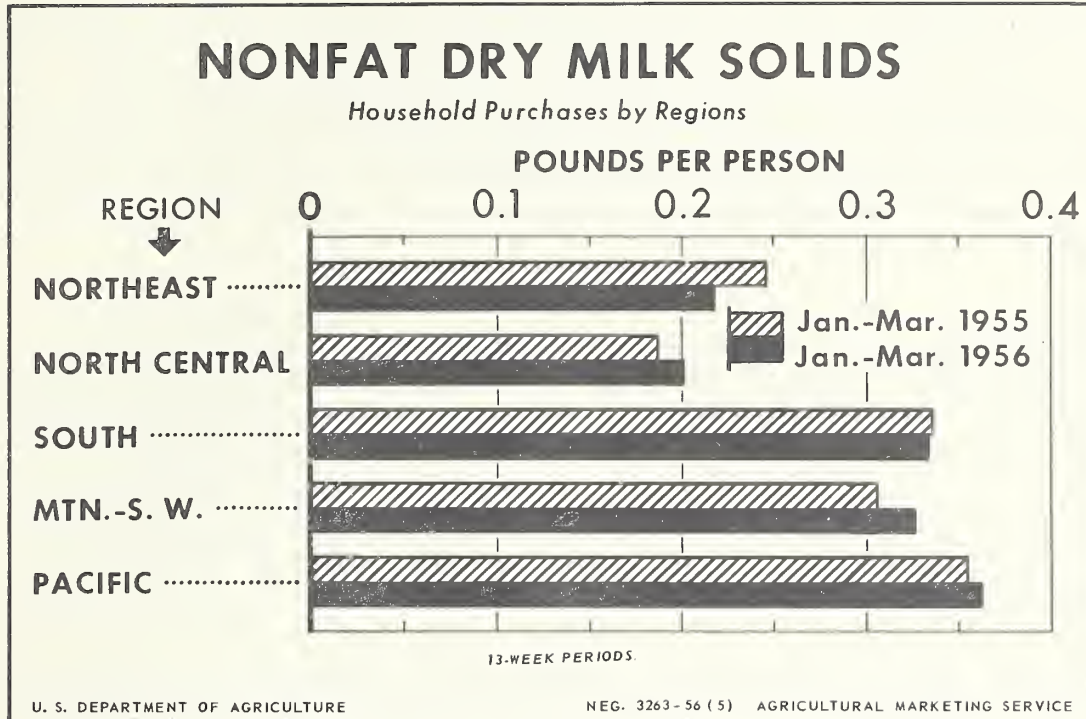


Figure 3

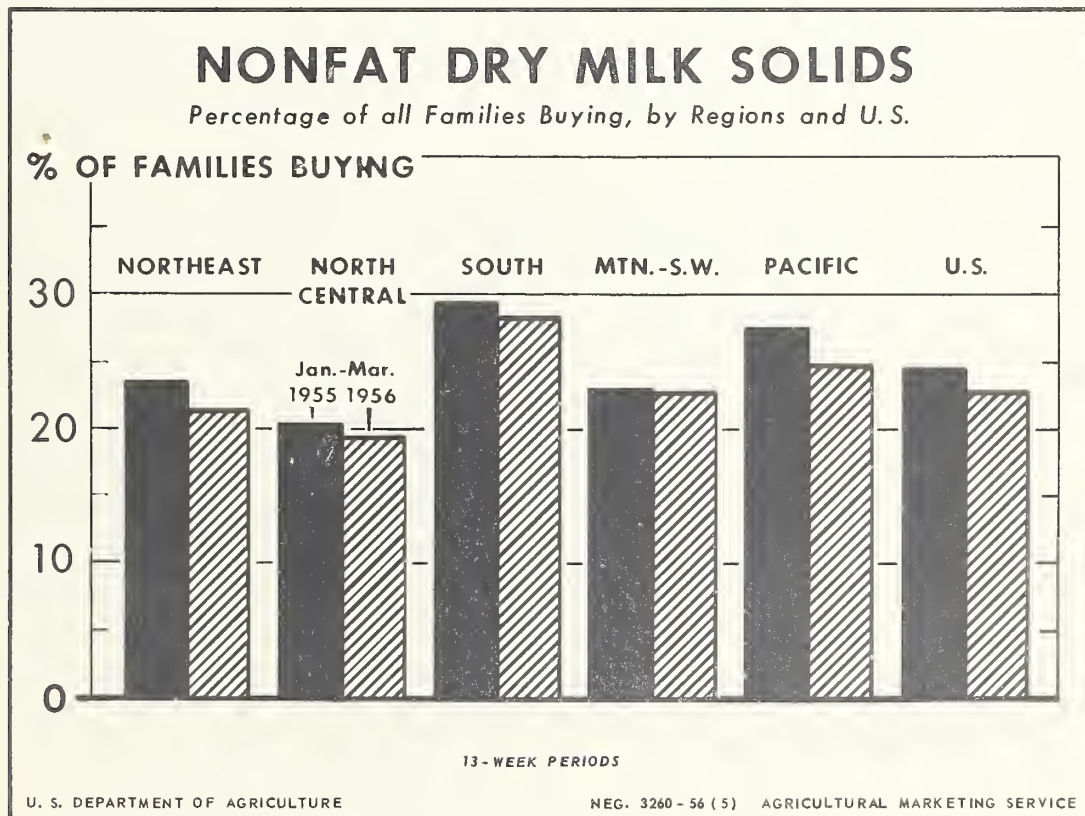


Figure 4

The United States average size of purchase for margarine per buying family was about 1.6 pounds in the first quarter of 1956 compared with 1.5 pounds in the first quarter of 1955. This increase was reflected in all regions. Consumers in this survey also reported paying an average price of 24.4 cents per pound for margarine during January-March 1956 compared with 25.7 cents a year earlier. The January-March 1956 price of margarine was the lowest for any quarter starting with April-June 1954. Regionally, prices during January-March 1956 ranged from 21.3 cents in the Pacific to 25.8 cents in the Northeast (table 3).

Compared with a year earlier, the drop during January-March 1956 in household purchases of margarine was reflected mainly in the national chain outlets and through independent grocery stores. Purchases through regional and local chain stores increased about 3 percent over a year earlier. The household market for margarine through retail outlets shifted somewhat from April-June 1954 to January-March 1956. Comparison between those quarters indicate the following changes in the share of the market: national chains down 2 percentage points, regional and local chains up 4 percentage points, independent grocery stores down 2 percentage points and "all other" outlets unchanged (table 4).

Consumers again reported paying the least for margarine and buying more per purchase through the national chain outlets than in the other outlets.

NONFAT DRY MILK SOLIDS

Householders reported buying 42.8 million pounds of nonfat dry milk solids during January-March 1956, unchanged from the level of a year earlier. This was in contrast to year-to-year changes for the 3 preceding quarters when increases were reported ranging from 17 to 24 percent (table 5).

During the first quarter of 1956 the North Central, Mountain-Southwest, and Pacific Coast States householders reported per capita increases over a year earlier while those in the 2 remaining regions reported small downturns. Although purchases per capita for nonfat dry milk solids in the North Central States are lower than in the remaining 4 regions of the country this area exhibited more strength over a year earlier during the 4 quarters ending March 31, 1956 (table 6).

The percentage of all families buying nonfat dry milk solids in the first quarter of 1956--almost 23 percent--was down about 1 percentage point from the first quarter of 1955. All regions except the Mountain-Southwest area reported fewer families buying nonfat dry milk solids during January-March 1956 than a year earlier. In the Mountain-Southwest region there was little change in the percentage of all families buying. Consumers in this survey reported a slight drop in average prices paid for nonfat dry milk solids, reflecting virtually no change in price in the North Central, South, and Pacific Coast States; an increase in the Northeast; and a drop in the Mountain-Southwest area. The average size of purchase per buying family was reported higher than a year earlier but the frequency of purchase declined.

Although there was little change in the overall purchase rate for nonfat dry milk solids during January-March 1956, consumers reported a gain of over 25 percent from a year earlier in purchases through regional and local chain stores. Sales through national chain stores were down about a fifth from a year earlier. In the other important outlet, independent grocery stores, consumers reported a small pickup in purchases while through "all other" outlets, which only account for 3 percent of total sales, purchases were down sharply (table 7).

CHEESE

Household purchases of natural and processed cheese during January-March 1956 were estimated at 165.3 million pounds (purchased weight basis), down about 13 million pounds from the level reported in January-March 1955. Natural cheese purchases amounted to 95.3 and processed cheese to 70.0 million pounds, down about 1 and 12 million pounds, respectively, from January-March 1955.

Cottage cheese purchases not included in the above totals were reported at 137 million pounds in the first quarter of 1956 compared with 127 million pounds in the first quarter of 1955. About 57 percent of all families reported buying cottage cheese in January-March 1956, about 1 percentage point above the comparable figure a year earlier (table 8).

During January-March 1956 household purchases per capita of natural American cheese, the type most commonly bought, were higher than a year earlier in the North Central and Pacific Coast areas but lower in the remaining regions of the country. Purchases of Swiss cheese were lower than a year earlier in all regions. Regional changes were mixed for natural cream and other varieties but there was a sharp drop in per capita purchases for both these types of cheese in the Southern States (table 11).

The general purchase level for processed cheese products was downward during January-March 1956 compared with a year earlier and this was reflected particularly in declines for processed cheese foods in all regions.

Cottage cheese purchases per capita by householders during the first quarter of 1956 were up in all regions from a year earlier. The increases were fairly small except for Southern States householders who reported a 14-percent gain. However, per capita purchases of cottage cheese in the South were still only about a third as high as the United States average rate.

Consumers in this survey reported paying slightly higher prices for natural cheese during January-March 1956, slightly lower prices for the processed cheese products, and no change in cottage cheese prices from a year earlier.

The trend toward buying more natural cheese products through chain store outlets relative to the independent grocery outlets was continued in the first quarter of 1956 as compared with a year earlier. For processed cheese and processed cheese spreads, regional and local chain stores gained a larger share of the market relative to a year earlier than did the other major sales outlets.

Although all major outlets reported large declines in total sales of processed cheese foods it is indicated that the greatest affect was on independent outlets. Cottage cheese purchases by householders were larger than a year earlier through national, regional, and local chains, and independent grocery stores. In the important home-delivery outlet for cottage cheese, purchases were reported somewhat higher (table 13).

Over a third of all natural and processed cheese purchases by householders during the quarter ending March 1956 were made through independent grocery stores. Most of the other natural and processed cheese purchases were made in chain stores, although consumers did buy some small amounts in "all other outlets". Householders in this survey reported that average prices paid for natural and processed cheese types were generally lower in the chain stores than in the independent grocery stores. This was true also for cottage cheese (table 15).

Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional areas are defined as follows:

- (1) Northeast--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain and Southwest--Eight Mountain States and Texas and Oklahoma.
- (5) Pacific--Washington, Oregon, and California.

The approximate distribution of the population of the United States is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets are defined as follows:

- (1) National chains--A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains--those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries--independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house--purchases from milk man or other wagon salesmen.

(5) Other--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

The next report in this series will include data on household purchases of butter, fluid whole milk and fluid skim milk only. This change in coverage is based on the current needs of the dairy industry. The data on cheese, nonfat dry milk solids and margarine are being discontinued at this time.

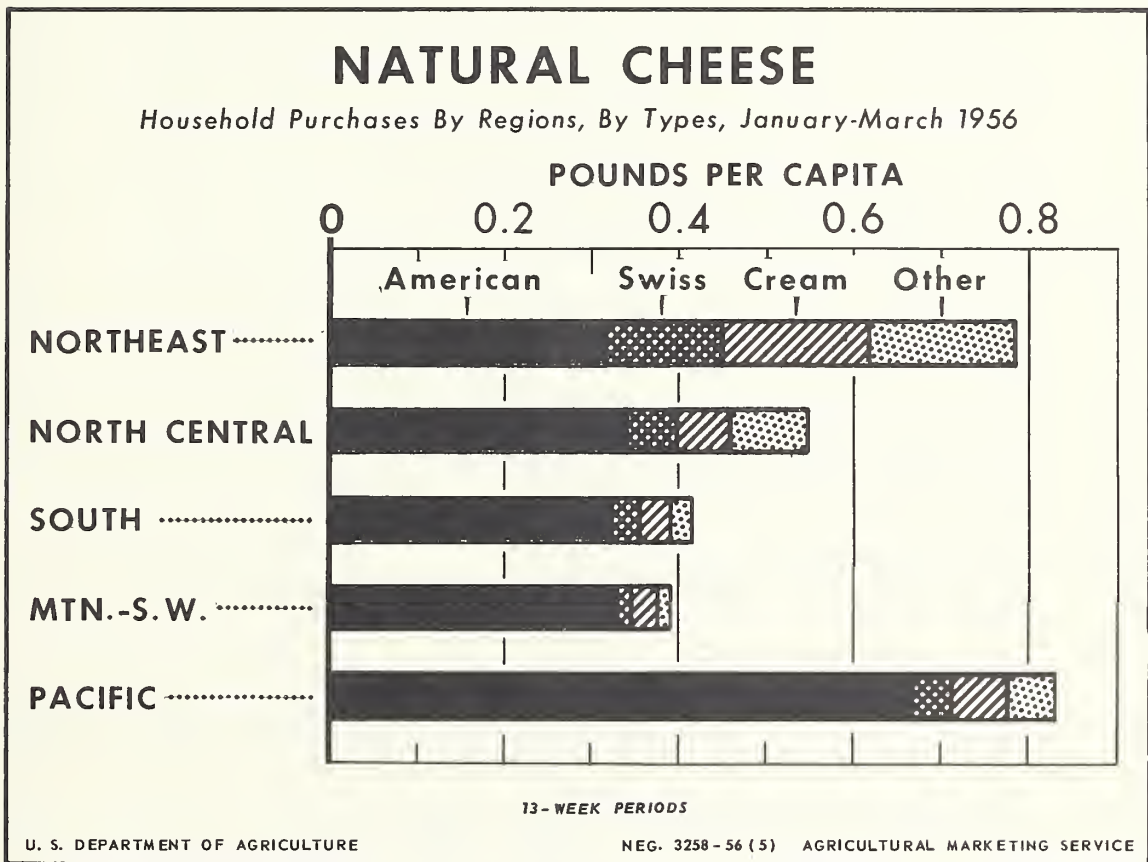


Figure 5

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita
U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific						
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	202.1	185.4	75.8	71.4	84.7	75.6	13.1	12.6	8.8	7.5	19.7	18.3
July-Sept.	194.8	187.4	72.1	71.1	82.1	77.5	12.6	12.5	8.4	7.5	19.6	18.8
Oct.-Dec.	223.2	214.0	83.3	79.6	92.5	90.1	15.7	14.8	9.3	9.0	22.4	20.5
Jan.-Mar.	218.7	209.3	83.7	78.8	89.4	87.5	14.6	14.2	9.0	9.0	22.0	19.8
Total	838.8	796.1	314.9	300.9	348.7	330.7	56.0	54.1	35.5	33.0	83.7	77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.8	66.1	68.2	67.7	65.0	64.1	69.2	69.1	69.8	69.1	66.0	65.1
July-Sept.	66.9	66.1	68.6	67.7	65.1	64.1	68.7	69.2	70.3	69.2	65.8	64.7
Oct.-Dec.	67.8	68.4	69.2	70.1	66.0	66.5	70.1	70.9	71.8	71.3	66.2	66.9
Jan.-Mar.	67.8	67.8	69.1	69.1	66.1	65.9	69.9	69.8	71.9	72.0	66.3	67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.09	1.09	1.00	1.00	1.28	1.25	0.87	0.84	1.02	1.07	1.02	1.05
July-Sept.	1.09	1.09	1.00	1.00	1.26	1.25	.87	.85	1.03	1.05	1.04	1.04
Oct.-Dec.	1.11	1.10	1.02	1.00	1.29	1.28	.91	.87	1.04	1.04	1.05	1.02
Jan.-Mar.	1.10	1.09	1.02	1.00	1.26	1.27	.90	.87	1.03	1.02	1.04	1.03
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,251	1,174	1,720	1,669	1,829	1,679	338	333	538	461	1,235	1,150
July-Sept.	1,216	1,178	1,659	1,635	1,796	1,715	325	332	507	445	1,242	1,189
Oct.-Dec.	1,385	1,335	1,882	1,819	2,010	1,961	407	389	571	538	1,411	1,299
Jan.-Mar.	1,356	1,305	1,903	1,810	1,946	1,918	379	365	533	549	1,380	1,243

Table 2.--Butter: Household purchases, average price per pound,
and average size of purchase, United States
by type of retail outlet, 13-week periods

Quarter	Total quantity purchased									
	National chains		Regional and local chains		Independent grocers		House-to-house		Other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	41.0	37.1	58.1	52.2	70.7	67.6	9.7	9.8	22.6	18.9
July-Sept.	40.3	36.5	55.0	53.9	69.4	66.8	7.8	10.5	22.3	19.7
Oct.-Dec.	44.7	41.2	66.9	61.1	77.8	76.5	9.5	12.5	24.3	22.7
Jan.-Mar.	44.4	41.9	65.3	59.9	75.2	74.4	9.5	12.4	24.3	20.7
Total	170.4	156.7	245.3	227.1	293.1	285.3	36.5	45.2	93.5	82.0
	Average price paid per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	65.6	65.0	66.2	65.4	68.1	67.3	71.1	70.7	64.3	63.7
July-Sept.	66.1	65.1	66.5	65.4	68.2	67.1	69.9	70.4	64.3	63.7
Oct.-Dec.	66.8	68.0	67.3	68.1	69.0	69.3	71.6	71.9	65.1	64.9
Jan.-Mar.	66.9	66.8	67.2	67.3	69.1	68.9	71.8	71.8	65.0	64.9
	Average size of purchase									
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.01	1.02	1.02	1.04	1.06	1.06	1.11	1.07	1.68	1.59
July-Sept.	1.01	1.01	1.00	1.03	1.05	1.05	1.12	1.09	1.64	1.62
Oct.-Dec.	1.03	.99	1.04	1.05	1.07	1.06	1.13	1.12	1.69	1.66
Jan.-Mar.	1.03	1.00	1.03	1.03	1.06	1.07	1.11	1.13	1.69	1.66

Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	303.4	274.4	82.4	76.2	76.9	73.4	64.7	53.8	37.0	32.8	42.4	38.2
July-Sept.	285.1	268.4	75.1	75.3	72.6	71.3	64.5	53.9	35.0	31.3	37.9	36.6
Oct.-Dec.	326.0	331.1	87.1	91.4	85.8	88.3	72.1	67.6	39.5	40.3	41.5	43.5
Jan.-Mar.	317.9	332.4	85.1	89.7	81.0	87.0	72.3	69.3	40.0	42.3	39.5	44.1
Total	1,232.4	1,206.3	329.7	332.6	316.3	320.0	273.6	244.6	151.5	146.7	161.3	162.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	24.9	26.4	26.1	27.4	25.7	27.2	24.7	26.1	23.3	25.7	22.5	24.1
July-Sept.	25.0	26.9	26.4	28.1	25.4	27.9	24.7	26.5	24.0	25.8	22.6	24.0
Oct.-Dec.	24.7	25.8	26.2	26.8	25.2	26.7	24.3	25.6	23.5	24.7	22.3	23.3
Jan.-Mar.	24.4	25.7	25.8	27.2	25.4	26.5	23.9	25.4	23.4	24.2	21.3	22.8
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.54	1.45	1.53	1.43	1.55	1.43	1.36	1.31	1.47	1.42	1.84	1.68
July-Sept.	1.51	1.44	1.53	1.43	1.54	1.43	1.35	1.29	1.43	1.39	1.81	1.70
Oct.-Dec.	1.56	1.49	1.58	1.50	1.59	1.47	1.39	1.34	1.50	1.43	1.84	1.77
Jan.-Mar.	1.57	1.50	1.59	1.48	1.59	1.49	1.39	1.33	1.51	1.46	1.88	1.80
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1,878	1,737	1,871	1,783	1,660	1,629	1,664	1,418	2,255	2,011	2,664	2,398
July-Sept.	1,779	1,687	1,727	1,732	1,588	1,576	1,664	1,425	2,129	1,864	2,396	2,318
Oct.-Dec.	2,022	2,066	1,969	2,089	1,864	1,923	1,859	1,775	2,418	2,409	2,620	2,755
Jan.-Mar.	1,970	2,072	1,935	2,061	1,763	1,907	1,875	1,776	2,361	2,590	2,479	2,770

Table 4.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June	84.9	77.3	95.5	82.2	113.9	106.7	¹ / ₉ 9.1	² / ₈ 8.2
July-Sept.	77.7	74.8	91.6	81.5	107.5	104.4	¹ / ₈ 8.3	² / ₇ 7.7
Oct.-Dec.	88.8	92.8	107.0	103.9	121.3	125.9	¹ / ₈ 8.9	² / ₈ 8.5
Jan.-Mar.	83.5	91.7	106.8	104.1	118.2	126.6	¹ / ₉ 9.4	² / ₁₀ 10.0
Total	334.9	336.6	400.9	371.7	460.9	463.6	³ / ₃₅ 7	⁴ / ₃₄ 4
	Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	23.1	24.8	23.9	25.5	26.7	28.1	27.9	29.3
July-Sept.	23.3	25.1	24.0	26.0	26.8	28.6	27.9	28.8
Oct.-Dec.	23.0	23.8	23.8	24.9	26.4	27.9	27.7	28.7
Jan.-Mar.	22.9	23.9	23.6	24.7	26.0	27.6	27.4	28.8
	Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	1.66	1.54	1.56	1.45	1.45	1.39	1.48	1.41
July-Sept.	1.60	1.54	1.54	1.45	1.44	1.37	1.42	1.35
Oct.-Dec.	1.68	1.60	1.58	1.51	1.48	1.41	1.43	1.39
Jan.-Mar.	1.67	1.60	1.59	1.52	1.50	1.42	1.46	1.46

¹/ Includes house-to-house purchases of 1.5 million pounds in April-June, 1.0 in July-September, and 1.4 in October-December, 1.7 million pounds in January-March.

²/ Includes house-to-house purchases of 1.7 million pounds in April-June, 1.4 in July-September, 2.0 in October-December, 2.2 million pounds in January-March.

³/ Includes house-to-house purchases of 5.6 million pounds.

⁴/ Includes house-to-house purchases of 7.3 million pounds.

Table 5.--Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and size of average purchase, U. S., 13-week periods

Quarter	Quantity purchased				Average price paid			
	Total		Per 1,000 population		Per pound for all purchases		Per actual 1-pound unit purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	42,120	34,160	260.7	216.3	39.7	37.7	35.5	36.0
July-Sept.	39,120	31,400	244.2	197.3	39.3	36.2	35.2	34.2
Oct.-Dec.	40,310	34,300	250.0	214.0	39.3	38.9	36.0	35.5
Jan.-Mar.	42,760	42,710	265.1	266.3	39.5	40.3	36.2	35.9
Total	164,310	142,570						
	Percentage of all families buying		Per buying family					
			Purchases		Average size of purchase			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55		
	<u>Percent</u>	<u>Percent</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>		
Apr.-June	21.9	17.8	3.17	3.16	20.0	21.4		
July-Sept.	19.8	15.9	3.17	3.03	20.5	22.8		
Oct.-Dec.	21.6	19.5	2.86	2.86	21.5	20.4		
Jan.-Mar.	22.6	24.1	2.91	3.12	21.4	18.8		

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

Quarter	Total quantity purchased									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	10,630	8,300	8,260	6,100	12,590	10,190	4,600	5,230	6,040	4,330
July-Sept.	10,530	7,990	8,330	5,260	11,370	9,330	3,810	4,540	5,080	4,280
Oct.-Dec.	9,120	8,940	8,070	5,860	12,630	9,670	4,760	4,890	5,730	4,940
Jan.-Mar.	9,560	10,460	9,220	8,600	12,670	13,010	5,540	5,000	5,770	5,640
Total	39,840	35,690	33,880	25,820	49,260	42,200	18,710	19,660	22,620	19,190
Average price per pound for all purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	39.0	35.9	41.1	38.2	40.0	38.7	38.9	38.4	38.9	36.9
July-Sept.	38.4	35.0	41.5	35.7	39.5	37.0	38.4	37.2	37.7	36.3
Oct.-Dec.	38.6	37.7	41.6	40.0	39.5	39.3	38.3	39.3	37.5	38.4
Jan.-Mar.	38.9	38.4	40.9	42.6	39.9	40.4	38.5	40.1	38.0	40.5
Average price per actual 1-pound unit purchases										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	34.2	34.4	35.9	35.5	36.2	36.6	35.8	37.3	35.9	37.4
July-Sept.	34.4	32.8	36.5	33.3	35.3	35.0	35.1	35.8	34.2	35.5
Oct.-Dec.	35.0	34.3	37.1	35.7	36.1	35.5	36.2	36.3	35.0	37.8
Jan.-Mar.	34.7	33.9	36.5	36.3	36.7	36.7	35.5	36.9	37.1	37.4
Percentage of all families buying										
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	22.8	17.0	16.3	13.3	27.5	22.9	19.8	20.0	26.5	20.3
July-Sept.	20.8	16.2	15.6	10.8	23.7	20.1	18.3	17.3	22.9	19.5
Oct.-Dec.	20.9	18.4	17.6	15.5	27.4	23.7	23.0	22.5	22.1	22.2
Jan.-Mar.	21.1	23.3	19.4	20.2	28.2	29.4	22.8	22.9	24.7	27.5

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Table 6.-Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods--Continued

Purchases per 1,000 population										
Quarter	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	241.3	194.2	178.5	135.5	323.9	268.7	280.4	320.8	378.9	272.2
July-Sept.	242.1	183.7	182.4	116.3	293.3	246.4	231.4	270.2	321.2	271.6
Oct.-Dec.	206.2	204.3	175.3	127.7	325.9	253.9	291.2	292.3	361.3	312.7
Jan.-Mar.	217.4	240.5	200.7	188.5	328.7	333.5	327.0	305.7	362.0	354.8
Average size of purchase per buying family										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	18.9	21.8	17.9	19.2	19.9	19.9	22.4	23.6	22.0	24.6
July-Sept.	21.0	22.4	18.9	20.9	19.4	22.1	22.2	25.6	23.2	24.0
Oct.-Dec.	19.4	21.0	18.3	16.7	21.2	19.8	24.6	22.7	25.6	21.8
Jan.-Mar.	19.4	18.6	20.0	16.1	19.9	19.1	24.5	20.8	25.9	19.7
Purchases per buying family										
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.94	2.93	3.13	2.65	3.65	3.70	3.29	3.60	3.01	2.64
July-Sept.	2.86	2.85	3.14	2.52	3.91	3.61	2.93	3.33	2.77	2.56
Oct.-Dec.	2.66	2.73	2.76	2.55	3.44	3.31	2.64	2.99	2.96	2.99
Jan.-Mar.	2.73	2.90	2.63	2.97	3.64	3.65	3.02	3.30	2.62	3.07

Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
Apr.-June	14,230	11,600	12,060	10,240	14,260	11,110	1,570	1,220
July-Sept.	12,730	11,280	12,580	8,730	12,790	10,170	1,020	1,220
Oct.-Dec.	11,640	11,940	14,760	10,700	13,060	10,500	850	1,160
Jan.-Mar.	11,770	14,800	15,000	11,830	14,890	14,560	1,100	1,520
Total	50,370	49,620	54,400	41,500	55,000	46,340	4,540	5,120
	Average size of purchase							
	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Ounces</u>
Apr.-June	22.9	24.8	19.7	20.4	18.0	19.5	22.7	25.4
July-Sept.	22.5	25.9	21.6	21.6	18.4	21.4	21.7	23.4
Oct.-Dec.	22.4	24.5	21.6	19.3	20.9	18.2	20.5	22.1
Jan.-Mar.	21.7	22.0	22.1	17.8	20.7	17.1	20.5	21.6
	Average price per pound for all purchases							
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	36.2	34.2	40.0	38.4	42.9	40.3	40.3	40.0
July-Sept.	35.9	33.2	39.3	36.4	42.4	38.9	40.6	39.4
Oct.-Dec.	36.8	35.5	39.1	39.4	41.6	42.3	40.3	37.8
Jan.-Mar.	36.9	36.5	39.1	40.4	41.8	44.0	39.9	41.7
	Average price per actual 1-pound unit purchases							
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
Apr.-June	32.9	32.7	36.9	36.8	38.2	39.3	38.6	39.9
July-Sept.	32.8	31.9	37.0	34.9	37.5	36.6	39.3	39.9
Oct.-Dec.	33.7	32.9	37.0	36.7	38.0	38.1	38.5	39.0
Jan.-Mar.	33.9	33.4	36.7	36.4	38.7	39.0	37.5	40.1

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

Quarter	Total quantity purchased							
	Natural							
	American		Swiss		Cream		Other	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	pounds	pounds	pounds	pounds	pounds	pounds	pounds	pounds
Apr.-June	53,630	48,160	11,740	10,490	11,470	10,430	11,100	10,670
July-Sept.	51,780	49,370	11,490	10,540	9,690	8,260	9,840	9,780
Oct.-Dec.	55,600	54,860	11,960	11,060	12,180	12,460	12,720	12,250
Jan.-Mar.	57,790	58,160	11,020	12,090	13,060	13,100	13,440	12,700
Total	218,800	210,550	46,210	44,180	46,400	44,250	47,100	45,400
Average price paid per unit								
	Pound	Pound	Pound	Pound	3 oz.	3 oz.	Pound	Pound
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	63.1	62.9	72.9	76.3	14.1	14.2	76.5	76.0
July-Sept.	63.7	62.6	74.0	74.6	14.2	14.3	77.7	75.5
Oct.-Dec.	63.2	62.8	73.2	74.2	14.3	13.7	78.0	78.2
Jan.-Mar.	63.0	63.1	75.0	72.3	14.1	14.0	77.8	76.9
Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	332.0	304.9	72.7	66.4	71.0	66.0	68.7	67.5
July-Sept.	323.2	310.2	71.7	66.2	60.5	51.9	61.4	61.5
Oct.-Dec.	344.9	342.3	74.2	69.0	75.5	77.7	78.9	76.5
Jan.-Mar.	358.2	362.6	68.3	75.4	80.9	81.7	83.3	79.2
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	43.3	42.6	15.0	14.5	23.3	23.9	17.5	17.7
July-Sept.	43.1	42.1	15.7	13.4	21.1	20.6	16.7	15.9
Oct.-Dec.	44.6	45.0	15.2	14.1	25.5	26.2	19.8	18.8
Jan.-Mar.	45.8	46.2	15.4	14.8	25.7	27.0	21.2	18.9
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	3.07	3.04	2.53	2.32	2.71	2.51	2.20	2.01
July-Sept.	3.03	3.12	2.45	2.42	2.56	2.31	2.22	2.14
Oct.-Dec.	3.09	3.03	2.58	2.51	2.58	2.57	2.35	2.32
Jan.-Mar.	3.13	3.16	2.48	2.52	2.75	2.69	2.34	2.39
Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.5	13.3	10.2	9.9	6.0	5.6	9.3	9.6
July-Sept.	13.2	13.2	9.8	10.3	5.9	5.5	8.5	9.0
Oct.-Dec.	13.4	13.4	10.0	10.4	6.1	6.1	8.8	9.3
Jan.-Mar.	13.4	13.4	9.4	10.7	6.0	5.9	8.6	9.3

- Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

Quarter	Total quantity purchased							
	Processed				Cottage cheese			
	Cheese		Cheese foods		Cheese spreads		Cottage cheese	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	31,050	34,430	16,760	30,240	21,240	18,790	118,110	117,820
July-Sept.	29,860	33,180	14,670	25,960	20,480	18,310	104,940	107,260
Oct.-Dec.	29,670	31,560	15,120	22,040	21,470	20,710	101,570	102,580
Jan.-Mar.	30,990	33,690	14,630	22,420	24,410	25,990	137,140	126,660
Total	121,570	132,860	61,180	100,660	87,600	83,800	461,760	454,320
Average price paid per unit								
	Pound Cents	Pound Cents	Pound Cents	Pound Cents	Pound Cents	Pound Cents	12 oz. Cents	12 oz. Cents
Apr.-June	60.4	61.0	44.6	46.1	50.6	54.3	21.1	21.2
July-Sept.	60.6	60.9	44.1	46.0	50.1	52.4	21.2	21.1
Oct.-Dec.	61.1	61.6	44.5	45.2	50.4	53.8	21.3	21.3
Jan.-Mar.	60.8	61.2	44.0	44.4	50.0	50.6	21.2	21.2
Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	192.2	218.0	103.7	191.4	131.5	119.0	731.1	745.9
July-Sept.	186.4	208.5	91.5	163.2	127.8	115.1	655.0	674.1
Oct.-Dec.	184.0	196.9	93.8	137.5	133.2	129.3	630.0	640.0
Jan.-Mar.	192.1	210.1	90.7	139.8	151.3	162.0	850.0	789.7
Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June	35.1	40.7	14.9	25.2	25.9	30.2	53.9	54.5
July-Sept.	35.2	39.0	14.0	22.6	25.4	25.5	51.0	52.6
Oct.-Dec.	33.1	36.9	14.8	18.8	26.1	28.6	47.7	49.9
Jan.-Mar.	34.1	36.3	13.4	19.0	27.4	30.7	57.2	56.4
Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June	2.72	2.78	1.62	1.93	1.81	1.80	4.46	4.71
July-Sept.	2.66	2.81	1.48	1.81	1.80	1.93	4.21	4.44
Oct.-Dec.	2.82	2.65	1.52	1.70	1.80	1.99	4.32	4.31
Jan.-Mar.	2.83	2.90	1.60	1.68	1.93	1.93	4.69	4.68
Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	10.8	10.9	23.5	22.7	15.4	12.2	16.3	15.8
July-Sept.	10.6	10.8	23.7	22.3	14.9	13.2	16.2	15.8
Oct.-Dec.	10.6	10.8	22.3	23.2	15.4	13.3	16.3	15.8
Jan.-Mar.	10.6	10.7	22.6	23.8	15.6	14.8	16.9	15.9

Table 9.--Cheese: Quantity purchased by households, by types,
by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 Pounds	1,000 pounds
Apr.-June	12,990	11,160	13,580	12,470	12,340	10,980	5,400	4,950	9,320	8,610
July-Sept.	12,740	11,780	13,890	13,070	10,920	10,660	5,200	5,120	9,030	8,740
Oct.-Dec.	14,350	13,690	14,250	13,800	11,920	12,740	5,270	5,630	9,810	9,000
Jan.-Mar.	13,770	14,030	15,520	14,690	12,390	13,560	5,550	5,990	10,560	9,890
Total	53,760	50,660	57,240	54,030	47,570	47,940	21,420	21,690	38,720	36,240
	Natural Swiss									
Apr.-June	6,210	5,200	2,760	2,410	1,610	1,570	330	400	830	890
July-Sept.	5,760	5,190	3,060	2,290	1,230	1,680	430	410	1,010	970
Oct.-Dec.	6,360	5,860	2,980	2,520	1,210	1,470	340	360	1,070	850
Jan.-Mar.	5,990	6,160	2,730	2,800	1,280	1,790	250	370	770	970
Total	24,320	22,410	11,530	10,020	5,330	6,510	1,350	1,540	3,680	3,680
	Natural Cream									
Apr.-June	6,280	5,930	2,650	2,330	1,310	1,190	350	350	880	630
July-Sept.	5,050	4,790	2,070	1,550	1,480	1,020	460	340	630	560
Oct.-Dec.	6,940	6,710	2,680	2,470	980	1,920	450	460	1,130	900
Jan.-Mar.	7,300	7,110	2,760	2,850	1,460	1,750	500	450	1,030	940
Total	25,570	24,540	10,160	9,200	5,230	5,880	1,760	1,600	3,670	3,030
	Natural - Other varieties									
Apr.-June	6,060	5,580	3,190	3,120	880	1,020	250	340	720	620
July-Sept.	4,890	5,150	3,330	2,730	620	1,170	240	200	760	530
Oct.-Dec.	7,100	6,500	3,800	3,610	810	1,140	240	310	770	690
Jan.-Mar.	7,450	7,030	4,000	3,540	830	1,070	290	290	870	770
Total	25,500	24,260	14,320	13,000	3,140	4,400	1,020	1,140	3,120	2,610

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Table 9.--Cheese: Quantity purchased by households, by types,
by regions, 13-week periods--Continued

Quarter	Processed cheese (excluding cheese foods and cheese spreads)									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	12,410	13,250	7,350	8,920	5,380	6,010	3,030	3,440	2,880	2,810
July-Sept.	11,140	13,140	6,980	8,010	5,540	5,640	3,030	3,320	3,170	3,070
Oct.-Dec.	12,110	12,820	7,010	7,770	5,200	5,130	2,710	3,150	2,640	2,690
Jan.-Mar.	12,500	13,710	7,610	8,460	5,600	5,280	2,810	3,320	2,470	2,920
Total	48,160	52,920	28,950	33,160	21,720	22,060	11,580	13,230	11,160	11,490
Processed cheese foods										
Apr.-June	5,170	8,560	5,340	10,590	2,040	3,940	1,120	3,290	3,090	3,860
July-Sept.	4,310	8,240	4,490	8,590	2,050	3,360	1,010	2,250	2,810	3,520
Oct.-Dec.	4,720	6,870	4,800	6,990	2,220	2,490	1,320	2,030	2,060	3,660
Jan.-Mar.	4,740	6,890	4,810	6,820	2,130	2,510	1,200	2,110	1,750	4,090
Total	18,940	30,560	19,440	32,990	8,440	12,300	4,650	9,680	9,710	15,130
Processed cheese spreads										
Apr.-June	5,090	4,520	8,810	7,570	2,640	2,240	2,740	1,900	1,960	2,570
July-Sept.	4,960	4,170	8,360	7,520	2,880	1,960	2,370	2,480	1,910	2,180
Oct.-Dec.	5,180	5,410	9,220	8,930	2,640	2,180	2,190	2,410	2,240	1,780
Jan.-Mar.	6,120	6,900	10,030	11,150	2,600	2,970	3,030	2,810	2,630	2,160
Total	21,350	21,000	36,422	35,170	10,760	9,350	10,330	9,600	8,740	8,690
Cottage cheese										
Apr.-June	29,820	30,250	44,200	44,730	10,020	9,810	10,550	10,740	23,520	22,290
July-Sept.	24,460	27,090	38,070	38,730	9,980	9,700	10,280	10,340	22,150	21,400
Oct.-Dec.	25,500	26,350	37,920	39,040	8,700	8,090	9,330	8,950	20,120	20,150
Jan.-Mar.	34,420	31,850	53,080	48,730	11,500	10,220	13,160	11,790	24,980	24,070
Total	114,200	115,540	173,270	171,230	40,200	37,820	43,320	41,820	90,770	87,910

Table 10.--Cheese: Average size of purchase by households,
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	11.7	11.7	13.3	13.3	14.3	13.5	14.5	14.3	13.9	14.0
July-Sept.	11.8	12.0	13.2	13.3	13.7	13.4	13.9	13.3	13.6	14.1
Oct.-Dec.	11.6	12.1	13.2	13.1	14.4	13.8	14.3	13.9	13.9	14.2
Jan.-Mar.	11.7	11.6	13.3	13.4	14.0	13.8	14.2	14.1	14.0	14.0
Natural Swiss										
Apr.-June	9.2	8.8	11.3	10.7	13.2	13.6	10.6	10.2	9.3	9.5
July-Sept.	9.0	9.2	11.8	11.5	11.5	13.6	10.1	9.7	8.5	9.5
Oct.-Dec.	9.1	9.1	12.1	12.2	12.1	13.2	9.9	11.4	8.9	10.0
Jan.-Mar.	8.9	9.4	10.6	12.3	11.4	14.5	8.9	10.2	8.0	10.0
Natural Cream										
Apr.-June	5.7	5.4	6.3	6.0	6.9	5.9	6.0	5.5	5.6	5.3
July-Sept.	5.5	5.5	6.2	5.6	7.5	6.2	6.6	6.1	5.1	4.9
Oct.-Dec.	6.0	5.7	6.3	6.4	6.4	7.6	5.5	5.8	6.0	5.7
Jan.-Mar.	5.9	5.7	5.8	5.9	7.6	7.8	6.0	5.9	5.7	5.4
Natural - other varieties										
Apr.-June	9.5	9.2	10.3	10.7	10.7	10.4	8.4	13.4	6.7	6.8
July-Sept.	8.0	8.2	10.0	10.6	8.9	12.6	7.0	8.2	7.1	6.2
Oct.-Dec.	8.8	8.9	9.8	10.3	10.0	11.6	7.4	8.3	6.6	7.1
Jan.-Mar.	8.9	9.0	9.3	10.4	10.0	11.2	7.0	8.2	6.0	6.9
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	10.0	9.8	10.7	11.1	11.3	11.2	12.3	12.2	11.4	11.5
July-Sept.	9.9	10.0	10.6	10.7	10.7	11.2	11.6	11.8	11.1	11.6
Oct.-Dec.	9.6	9.9	10.7	11.0	11.2	11.2	11.6	12.1	10.8	10.8
Jan.-Mar.	9.7	9.9	11.4	10.9	11.1	11.3	11.6	11.5	10.2	11.0
Processed cheese foods										
Apr.-June	21.7	20.1	22.5	22.6	23.5	22.5	22.5	23.6	26.9	26.0
July-Sept.	22.3	21.2	21.9	22.0	23.9	21.3	22.7	21.5	27.6	25.5
Oct.-Dec.	21.2	20.8	21.1	22.3	24.0	24.7	20.6	22.8	25.2	26.7
Jan.-Mar.	22.1	21.9	21.8	22.8	22.2	23.5	22.3	23.9	25.5	27.0
Processed cheese spreads										
Apr.-June	12.6	9.8	17.8	14.7	14.5	11.0	18.7	13.9	12.2	11.0
July-Sept.	12.9	10.2	17.8	16.1	14.3	11.4	16.6	15.7	11.7	11.3
Oct.-Dec.	13.1	11.0	18.3	16.3	15.9	12.5	16.5	15.6	11.7	9.0
Jan.-Mar.	12.9	13.0	17.6	17.4	15.8	14.6	17.7	18.1	13.3	9.9
Cottage cheese										
Apr.-June	14.7	14.6	17.2	16.6	15.3	15.2	16.6	15.8	16.6	15.9
July-Sept.	14.3	14.7	16.9	16.5	15.5	15.7	16.9	15.6	16.5	15.8
Oct.-Dec.	14.6	14.4	17.3	16.6	15.9	15.4	17.3	15.7	16.1	16.1
Jan.-Mar.	15.2	14.7	18.0	16.7	16.1	15.0	17.4	16.1	16.8	16.1

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions, 13-week periods

Quarter	Natural American									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June	294.7	260.9	293.5	276.7	317.5	289.5	329.1	303.6	585.4	540.7
July-Sept.	292.9	270.9	304.0	289.1	281.7	281.7	315.7	304.3	571.3	553.9
Oct.-Dec.	324.4	312.7	309.8	300.7	307.5	334.8	322.2	336.3	618.6	570.6
Jan.-Mar.	313.1	322.6	338.0	322.0	321.3	347.5	327.4	366.3	662.5	621.8
Natural Swiss										
Apr.-June	141.1	121.7	59.6	53.6	41.4	41.5	20.2	24.8	52.1	56.0
July-Sept.	132.6	119.3	67.0	50.6	31.6	44.5	26.4	24.5	63.6	61.2
Oct.-Dec.	143.8	133.9	64.6	54.9	31.2	38.5	21.0	21.3	67.4	53.7
Jan.-Mar.	136.2	141.5	59.5	61.3	33.3	46.0	14.6	22.7	48.2	61.1
Natural Cream										
Apr.-June	142.5	138.8	57.1	51.7	33.8	31.3	21.3	21.4	55.3	39.8
July-Sept.	116.2	110.2	45.3	34.4	38.3	27.1	27.6	20.1	39.9	35.2
Oct.-Dec.	156.9	153.4	58.3	53.8	25.4	50.3	27.2	27.4	70.9	57.1
Jan.-Mar.	165.9	163.5	60.1	62.4	37.9	44.9	29.9	27.6	64.4	59.2
Natural - other varieties										
Apr.-June	137.6	130.6	69.0	69.1	22.6	26.8	15.4	20.6	45.0	38.7
July-Sept.	112.5	118.3	72.8	60.4	16.1	31.0	14.8	11.7	47.7	33.7
Oct.-Dec.	160.5	148.6	82.6	78.5	20.9	30.0	14.6	18.3	48.8	44.0
Jan.-Mar.	169.4	161.6	87.1	77.7	21.6	27.3	16.8	17.7	54.6	48.4
Processed cheese (excluding cheese foods and cheese spreads)										
Apr.-June	281.6	309.8	158.9	197.9	138.5	158.5	184.7	211.3	180.8	176.6
July-Sept.	256.3	302.0	152.7	177.2	143.0	148.9	183.9	197.9	200.7	194.9
Oct.-Dec.	273.5	293.0	152.4	169.2	134.2	134.6	165.7	188.0	166.4	170.5
Jan.-Mar.	284.3	315.1	165.7	185.5	145.3	135.3	165.6	203.2	154.7	183.8
Processed cheese foods										
Apr.-June	117.4	200.2	115.3	235.0	52.4	103.7	68.3	202.0	194.1	242.7
July-Sept.	99.0	189.5	98.2	190.1	52.9	88.9	61.6	133.8	177.5	223.0
Oct.-Dec.	106.8	156.9	104.3	152.2	57.3	65.5	80.4	121.4	130.2	231.8
Jan.-Mar.	107.8	158.4	104.7	149.4	55.4	64.3	70.7	129.1	109.9	257.3
Processed cheese spreads										
Apr.-June	115.4	105.6	190.4	167.9	67.8	59.1	167.0	116.3	123.3	161.7
July-Sept.	114.0	95.9	182.8	166.4	74.3	51.8	144.0	147.3	120.7	138.1
Oct.-Dec.	117.1	123.7	200.4	194.4	68.1	57.4	133.9	144.0	141.3	112.9
Jan.-Mar.	139.2	158.5	218.4	244.4	67.4	76.2	178.7	171.7	164.8	136.0
Cottage cheese										
Apr.-June	676.8	707.6	954.9	992.8	257.9	258.5	642.6	659.2	1,477.0	1,400.1
July-Sept.	562.6	622.8	833.1	856.8	257.5	256.4	624.2	615.5	1,400.7	1,356.8
Oct.-Dec.	576.3	601.9	824.3	850.3	224.6	212.6	570.4	534.2	1,268.8	1,277.7
Jan.-Mar.	782.6	732.0	1,155.9	1,068.0	298.4	262.0	776.4	721.3	1,566.8	1,514.0

Table 12.--Cheese: Average price paid per unit by households,
by types, by regions, 13-week periods

Quarter	Natural American - per pound									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	66.9	65.0	61.7	61.4	59.9	61.0	63.1	62.7	64.4	64.8
July-Sept.	66.8	64.5	62.2	60.8	60.8	60.8	63.7	63.7	64.9	64.1
Oct.-Dec.	66.3	65.7	62.1	62.2	59.6	59.4	63.5	63.0	64.4	63.9
Jan.-Mar.	66.6	66.6	61.1	62.3	60.0	60.2	63.2	63.1	64.8	63.5
	Natural Swiss - per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	76.1	79.3	69.9	75.4	62.4	67.1	72.6	75.1	79.4	78.3
July-Sept.	75.1	77.4	71.4	74.1	67.7	65.0	75.5	73.0	82.5	78.5
Oct.-Dec.	75.0	77.7	69.0	70.9	65.7	64.7	74.3	73.7	82.3	75.9
Jan.-Mar.	77.4	75.0	69.5	69.6	66.8	63.5	88.3	76.0	85.1	77.8
	Natural Cream - per 3 ounce									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	14.3	14.4	14.6	13.7	12.2	14.2	13.9	14.1	14.5	14.6
July-Sept.	14.4	14.5	14.7	14.3	12.2	13.4	14.8	13.0	14.6	14.8
Oct.-Dec.	14.2	14.3	14.6	14.1	13.9	10.9	15.3	13.9	14.4	14.1
Jan.-Mar.	14.0	14.2	14.9	14.8	12.2	11.1	14.7	14.6	14.2	14.5
	Natural - Other varieties - per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	73.6	75.9	77.1	74.1	71.9	69.4	86.0	81.3	101.2	93.8
July-Sept.	76.2	78.0	73.4	71.8	72.7	60.5	95.7	85.7	105.2	100.3
Oct.-Dec.	76.5	80.0	75.5	73.8	76.4	68.5	85.7	89.6	103.0	94.9
Jan.-Mar.	74.6	76.6	75.6	74.3	78.8	68.6	93.1	85.5	108.4	99.8
	Processed (excluding cheese foods and spreads) - per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	60.1	61.7	60.7	60.4	60.0	59.6	59.5	61.0	62.0	62.2
July-Sept.	60.8	60.4	60.2	61.9	59.8	59.6	61.2	62.0	61.3	61.8
Oct.-Dec.	61.7	61.8	60.7	61.8	59.3	60.1	62.1	61.0	62.3	63.0
Jan.-Mar.	61.7	61.7	59.9	61.0	58.3	60.3	60.9	59.9	63.9	63.0
	Processed cheese foods - per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	45.3	47.6	44.6	44.9	45.1	46.7	46.2	47.6	42.3	44.1
July-Sept.	44.9	46.5	44.7	45.9	44.2	46.6	46.6	48.6	41.1	42.9
Oct.-Dec.	44.6	46.0	45.4	45.4	42.5	45.8	47.7	46.9	42.5	41.9
Jan.-Mar.	44.2	45.5	43.7	44.2	44.4	45.9	47.8	44.6	41.1	41.8
	Processed cheese spreads - per pound									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	55.1	59.1	47.3	49.5	51.5	59.7	46.5	49.7	57.9	58.7
July-Sept.	54.1	58.9	46.4	47.8	50.7	56.1	47.8	49.3	57.9	56.5
Oct.-Dec.	54.9	58.8	47.1	49.6	49.0	54.7	48.6	51.8	56.9	61.3
Jan.-Mar.	55.3	54.3	46.7	47.0	50.5	52.2	47.8	46.6	52.6	60.1
	Cottage cheese - per 12 ounce									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	22.0	22.1	20.0	20.1	21.9	21.7	21.5	21.6	21.6	21.6
July-Sept.	22.2	21.8	20.3	20.1	21.6	21.4	21.5	21.8	21.1	21.5
Oct.-Dec.	22.3	22.1	20.5	20.3	21.6	21.7	21.7	22.1	21.4	21.7
Jan.-Mar.	22.1	22.3	20.3	20.1	21.6	21.9	21.7	21.9	21.4	21.5

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods

Quarter	Natural American							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
Apr.-June	13,790	12,570	16,420	14,090	21,260	19,320	2,160	2,180
July-Sept.	13,430	12,550	16,170	14,310	20,530	19,660	1,650	2,840
Oct.-Dec.	14,750	13,760	17,800	17,040	20,710	21,680	2,340	2,380
Jan.-Mar.	15,050	15,400	18,920	17,300	21,540	23,110	2,280	2,350
Total	57,020	54,280	69,310	62,740	84,040	83,770	8,430	9,750
	Natural Swiss							
Apr.-June	3,180	2,800	4,370	3,540	3,640	3,710	550	1/
July-Sept.	2,840	2,590	4,770	3,360	3,340	3,850	540	740
Oct.-Dec.	3,570	3,230	4,470	3,480	3,250	3,670	670	680
Jan.-Mar.	3,850	3,280	4,050	4,170	2,790	3,970	1/	670
Total	13,440	11,900	17,660	14,550	13,020	15,200	1,760	2,090
	Natural Cream							
Apr.-June	3,360	3,260	4,320	3,830	3,360	3,110	430	230
July-Sept.	2,960	2,550	3,690	3,090	2,990	2,320	1/	1/
Oct.-Dec.	3,680	3,330	4,820	4,740	3,470	3,590	210	800
Jan.-Mar.	4,300	3,730	4,920	4,720	3,570	3,890	270	760
Total	14,300	12,870	17,750	16,380	13,390	12,910	910	1,790
	Natural - Other varieties							
Apr.-June	2,530	2,460	3,890	3,180	4,000	4,500	670	530
July-Sept.	2,840	2,190	3,760	3,480	2,880	3,650	360	1/
Oct.-Dec.	2,930	2,890	4,760	3,960	4,410	4,930	620	1/
Jan.-Mar.	3,880	3,220	4,420	4,260	4,530	4,420	610	800
Total	12,180	10,760	16,830	14,880	15,820	17,500	2,260	1,330

- Continued

Table 13.--Cheese: Quantity purchased, by households, by types, by retail sales outlet, 13-week periods --Continued

Quarter	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June	8,740	10,010	10,190	10,310	11,170	13,380	950	740
July-Sept.	8,150	9,390	9,750	9,770	11,330	13,340	630	680
Oct.-Dec.	8,460	8,820	9,720	10,110	10,610	11,960	880	670
Jan.-Mar.	8,570	9,550	10,460	10,660	11,300	12,830	660	650
Total	33,920	37,770	40,120	40,850	44,410	51,510	3,120	2,740
Processed cheese foods								
Apr.-June	6,850	10,910	5,130	9,290	4,530	9,620	1/	1/
July-Sept.	6,260	9,480	4,430	7,800	3,750	8,380	1/	1/
Oct.-Dec.	6,390	8,240	4,340	6,940	4,120	6,520	1/	1/
Jan.-Mar.	6,480	8,730	4,680	6,950	3,260	6,420	1/	1/
Total	25,980	37,360	18,580	30,980	15,660	30,940	1/	1/
Processed cheese spreads								
Apr.-June	4,700	4,350	7,380	6,600	8,900	7,450	1/	1/
July-Sept.	4,520	4,320	7,540	6,350	8,140	7,250	1/	1/
Oct.-Dec.	4,880	4,440	7,620	7,350	8,510	8,500	1/	430
Jan.-Mar.	4,960	5,440	9,930	9,700	9,240	10,370	1/	480
Total	19,060	18,550	32,470	30,000	34,790	33,570	1/	910
Cottage cheese								
Apr.-June	25,220	20,120	32,260	32,380	43,520	46,700	2/17,110	3/18,620
July-Sept.	21,100	18,870	29,110	31,010	39,890	40,780	2/14,840	3/16,610
Oct.-Dec.	19,440	18,600	29,960	29,130	36,840	37,430	2/15,330	3/17,420
Jan.-Mar.	27,780	26,040	38,740	34,100	48,570	45,030	2/22,050	3/21,490
Total	93,540	83,630	130,070	126,620	168,820	169,940	4/69,330	5/74,140

1/ Too few purchases for analysis.

2/ Includes house-to-house purchases of 12.6 million pounds in Apr.-June, 10.5 in July-Sept., 11.6 in October-December, 17.5 in Jan.-March.

3/ Includes house-to-house purchases of 15.6 million pounds in Apr.-June, 13.4 in July-Sept., 14.2 in Oct.-Dec., 17.1 in Jan.-March.

4/ Includes house-to-house purchases of 52.2 million pounds.

5/ Includes house-to-house purchases of 60.3 million pounds.

Table 14.--Cheese: Average size of purchase by households, by types, by retail sales outlet, 13-week periods

Natural American								
Quarter	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June	13.6	13.0	12.2	12.1	14.0	13.7	20.2	24.4
July-Sept.	13.5	13.2	12.0	12.0	13.7	13.3	20.8	24.0
Oct.-Dec.	13.5	13.3	12.0	12.2	13.9	13.8	24.3	21.6
Jan.-Mar.	13.7	13.4	12.1	12.2	13.8	13.7	22.1	21.2
Natural Swiss								
Apr.-June	10.6	10.1	9.4	9.3	10.2	10.2	15.0	1/
July-Sept.	10.4	10.3	9.3	9.1	9.7	10.7	13.8	16.3
Oct.-Dec.	10.5	10.6	9.2	9.1	9.9	11.0	17.2	15.4
Jan.-Mar.	10.1	11.1	8.5	9.6	9.5	10.9	1/	15.3
Natural cream								
Apr.-June	6.2	6.1	5.7	5.6	5.9	5.2	8.9	5.6
July-Sept.	6.1	6.1	5.7	5.4	6.1	5.1	1/	1/
Oct.-Dec.	6.2	6.2	6.0	5.8	6.0	6.0	7.0	9.6
Jan.-Mar.	6.2	6.1	5.8	5.6	6.2	5.8	6.4	9.7
Natural - Other varieties								
Apr.-June	8.5	8.9	7.9	8.3	10.9	10.7	16.3	14.7
July-Sept.	8.8	8.8	7.6	8.4	8.8	9.4	12.7	1/
Oct.-Dec.	8.0	8.8	7.6	7.8	10.0	10.6	19.4	1/
Jan.-Mar.	8.7	8.7	7.3	8.0	9.6	10.3	17.1	20.0
Processed (excluding cheese foods and spreads)								
Apr.-June	10.5	10.7	10.3	10.0	11.1	11.3	18.4	20.4
July-Sept.	10.2	10.7	10.3	10.2	10.9	11.1	17.2	17.4
Oct.-Dec.	9.9	10.1	9.8	10.4	11.3	11.3	19.8	17.2
Jan.-Mar.	10.3	10.6	10.1	10.3	11.0	10.9	15.6	19.1
Processed cheese foods								
Apr.-June	25.4	24.7	23.1	22.3	21.9	21.4	1/	1/
July-Sept.	25.4	23.9	22.9	21.9	22.3	21.2	1/	1/
Oct.-Dec.	25.8	23.9	20.3	23.2	20.2	22.4	1/	1/
Jan.-Mar.	25.5	25.5	21.0	23.2	20.6	22.6	1/	1/
Processed cheese spreads								
Apr.-June	14.7	11.4	14.7	12.8	16.4	12.1	1/	1/
July-Sept.	13.6	12.6	15.3	13.3	15.3	13.5	1/	1/
Oct.-Dec.	14.5	12.7	15.4	12.8	15.7	14.0	1/	14.1
Jan.-Mar.	14.4	13.7	15.8	15.0	16.1	15.2	1/	16.5
Cottage cheese								
Apr.-June	16.8	15.5	15.7	15.5	16.4	15.9	16.9	16.4
July-Sept.	16.9	15.9	15.7	15.6	16.1	15.8	16.8	16.1
Oct.-Dec.	17.0	15.8	15.9	15.7	16.2	15.8	16.7	16.1
Jan.-Mar.	17.6	16.6	16.4	15.7	16.9	15.7	17.1	16.2

1/ Too few purchases reported for analysis.

Table 15.--Cheese: Average price paid per unit by households, by types, by retail sales outlet, 13-week periods

Quarter	Natural American - per pound							
	National chains		Regional and local chains		Independent grocers		All other outlets	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June	57.8	58.2	63.7	62.9	66.5	66.5	60.2	57.3
July-Sept.	59.1	58.5	63.3	61.9	67.2	66.0	59.5	60.7
Oct.-Dec.	58.4	58.5	63.6	61.9	66.8	66.5	58.5	59.8
Jan.-Mar.	58.0	58.1	63.4	62.9	66.7	66.8	59.1	61.2
	Natural Swiss - per pound							
Apr.-June	65.3	69.4	74.0	76.3	78.5	81.1	69.8	1/
July-Sept.	65.6	67.1	73.7	75.8	81.0	78.5	77.2	75.3
Oct.-Dec.	64.9	66.3	75.1	77.1	81.4	78.8	64.9	71.9
Jan.-Mar.	68.6	62.9	77.5	74.5	81.2	77.4	1/	75.1
	Natural Cream - per 3 ounce							
Apr.-June	14.0	14.2	14.1	13.8	14.8	14.8	10.2	13.2
July-Sept.	14.4	14.3	14.1	13.9	14.0	15.2	1/	1/
Oct.-Dec.	14.1	14.1	14.1	13.7	14.8	14.4	13.7	9.4
Jan.-Mar.	14.0	14.3	14.0	14.1	14.2	14.4	13.8	9.4
	Natural - Other varieties - per pound							
Apr.-June	73.3	70.8	73.9	76.0	81.0	79.5	77.7	68.8
July-Sept.	70.8	73.3	74.6	74.8	87.6	78.0	85.6	1/
Oct.-Dec.	75.2	72.9	77.2	78.4	82.5	82.5	64.2	1/
Jan.-Mar.	72.5	72.3	79.6	75.5	81.0	80.9	74.2	80.8
	Processed (excluding cheese foods and spreads) - per pound							
Apr.-June	57.1	57.1	60.4	60.9	63.6	64.5	52.3	51.2
July-Sept.	57.1	57.2	60.1	60.4	63.7	64.2	57.3	54.2
Oct.-Dec.	58.6	58.8	61.9	61.3	63.1	64.2	53.5	55.4
Jan.-Mar.	56.8	58.0	61.1	61.4	63.5	63.9	59.5	54.1
	Processed cheese foods - per pound							
Apr.-June	42.0	42.4	44.6	45.9	47.8	50.4	1/	1/
July-Sept.	41.2	43.0	44.9	45.4	48.0	50.0	1/	1/
Oct.-Dec.	40.9	42.7	45.8	44.6	48.6	48.9	1/	1/
Jan.-Mar.	40.8	41.9	44.5	44.1	49.3	48.0	1/	1/
	Processed cheese spreads - per pound							
Apr.-June	50.3	56.6	50.3	52.2	50.9	55.2	1/	1/
July-Sept.	52.0	53.3	48.2	50.8	50.8	53.6	1/	1/
Oct.-Dec.	51.7	52.7	48.3	53.3	51.8	54.4	1/	64.1
Jan.-Mar.	51.6	52.0	48.5	49.3	50.6	51.2	1/	46.9
	Cottage cheese - per 12 ounce							
Apr.-June	20.4	21.0	21.0	20.9	21.6	21.4	21.6	21.4
July-Sept.	20.5	21.0	20.9	20.4	21.6	21.4	21.4	21.4
Oct.-Dec.	20.7	21.1	21.0	21.0	21.8	21.7	21.6	21.2
Jan.-Mar.	20.5	20.7	20.9	21.0	21.6	21.7	21.6	21.4

1/ Too few purchases reported for analysis.

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